The Productivity Machine delivers...

both sides of the productivity story.

A new high speed Linoterm typesetting system that makes input as easy as output is fast.

Economists define productivity as the measure of output per unit of input. Productivity cannot be measured without considering both sides, input and output; nor can you measure a machine's productivity without considering both its input and output ends. Only when both are fast and efficient do you achieve maximum productivity.

Yet in many small typesetting systems, emphasis has been placed on output speed alone rather than on total throughput efficiency. This lopsided approach is a mistake that The Productivity Machine, a new high speed Linoterm configuration from Mergenthaler Linotype, does not make.

The Productivity Machine is the first truly balanced typesetting system, the first to combine unmatched input ease, speed, and flexibility with an output speed of up to 50 lines per minute.

By integrating the most versatile electronic word processing/editing/typesetting technologies and combining them with a new, high speed photounit that outputs 50 lines per minute, The Productivity Machine eliminates all the objections you had to former small systems: too slow, too limited, too complicated, too little output quality.

More jobs more profitably.

With The Productivity Machine, you can realize several benefits that can help improve your operation's profitability, pricing, and general competitive health.

1. You can now set three jobs in the time it used to take to set just one job. The Productivity Machine's output is three times faster than earlier systems.

2. You can input and edit one job at the same time you typeset another — even if the two jobs call for different typefaces — because The Productivity Machine has true multi-mode operation.

3. You can make corrections faster because The Productivity Machine's 14-inch CRT screen can handle over one third more lines than comparably priced systems, 23 lines instead of 15.

4. You can edit faster, more efficiently, and more accurately, because only The Productivity Machine has a split-screen format — it's like having two terminals in one.

5. You can tailor The Productivity Machine to your shop's particular operating requirements, because there are 16 programmable customizing keys.

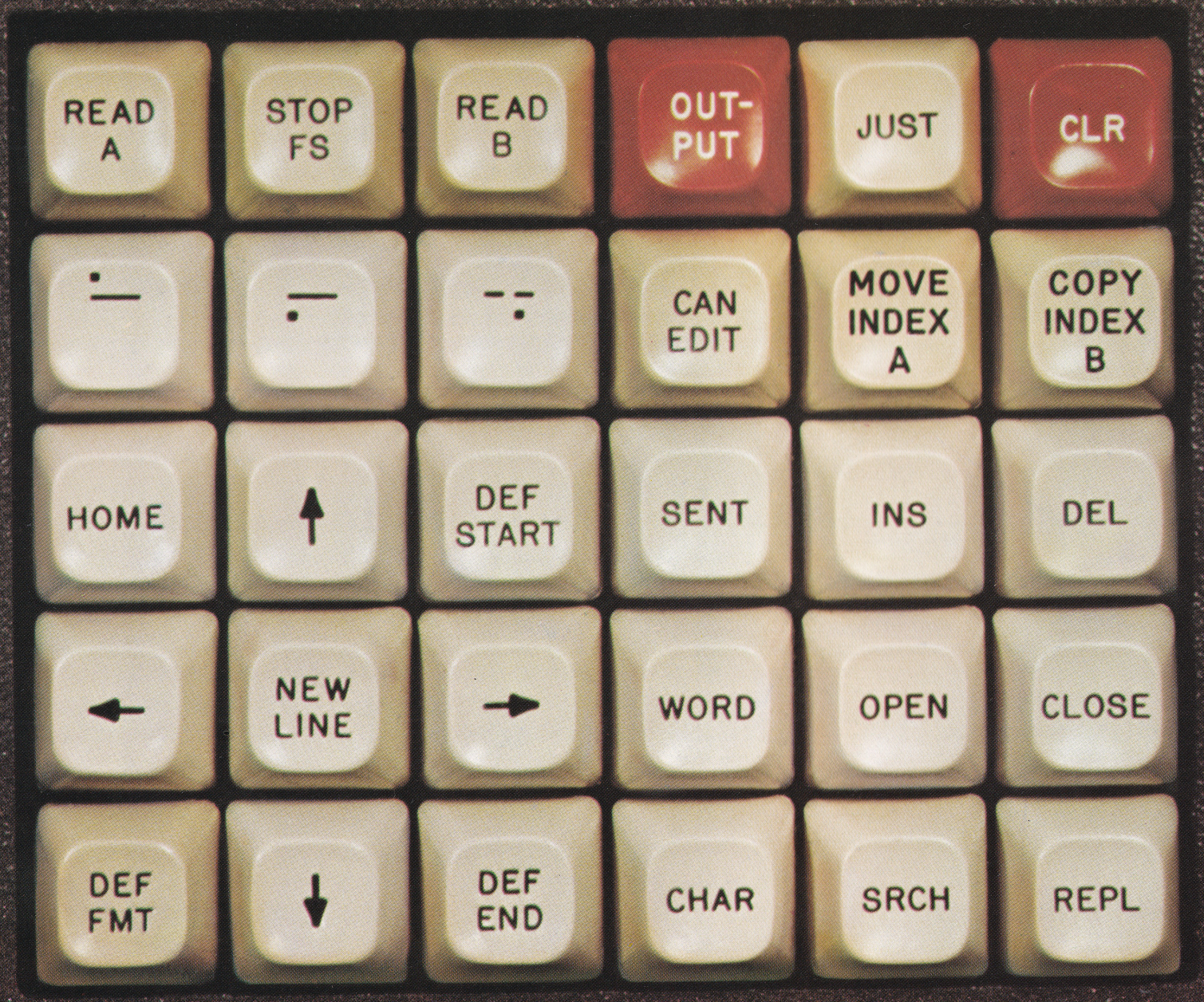
6. You can handle a wider range of jobs than other small systems can manage; even foreign language, mathematical, and technical jobs can be handled easily, efficiently — and profitably.

7. You can add a second disk drive to double your storage capacity and enhance total-factor productivity even more. (There is also an optional 4K refresh memory expansion.)

8. You can add future word management and editing developments as soon as they're released on floppy diskettes, an evolutionary capability that keeps you up to date with the latest capabilities.

9. You can justify copy automatically with a computer hyphenation program.

No other small typsetting system in Linoterm's price range offers a better balance of input efficiency and output speed. This price/performance package makes setting type more profitable than ever before possible.



These are the 30 keys used to control editing, cursor movements, and output operations. Because the Linoterm is so highly automated, a wider range of editing functions can be accomplished with just one or two keystrokes — saving operator time and increasing throughput.

Unmatched editing capabilities add greater productivity to your operation.

The MVP video editing terminal incorporated into The Productivity Machine offers editing features that have been recognized by independent authorities as the best in the business. Now the best is even better with the addition of two new features.

The Productivity Machine offers standard logic hyphenation. (The same program is available as an option on the original Linoterm.) It gives you the ability to disable and re-enable hyphenation via command codes at any time. It eliminates the problem of widows by doing away with hyphenation within the last word of a paragraph. And it gives you all the productivity advantages of completely automatic word breaks to minimize operator intervention.

There is also an optional 3,500-character exception word dictionary, a user-definable list of words with hyphen points.

These two new capabilities are in addition to a range of editing features unmatched by any other small typesetting system for flexibility, ease, and operating efficiency.

Simplifying complicated keyboarding.

No other small system has been engineered with so many automated features that finally eliminate so much complicated keyboarding - the source of needless operator confusion and wasted time.

With single strokes of special function keys on the editing keypad, characters, words, sentences, paragraphs, or complete copy blocks can be copied, deleted, moved or replaced by a search field. To accelerate complex tabulated and indented assignments, there is an automatic indent feature and 20 programmable tabs.

The Productivity Machine makes it possible to edit one job at the same time you are typesetting another - even if the jobs call for different typefaces and lens dressings on the output unit. This is made possible by Linoterm's true multi-mode operation.

Formatting for more efficiency.

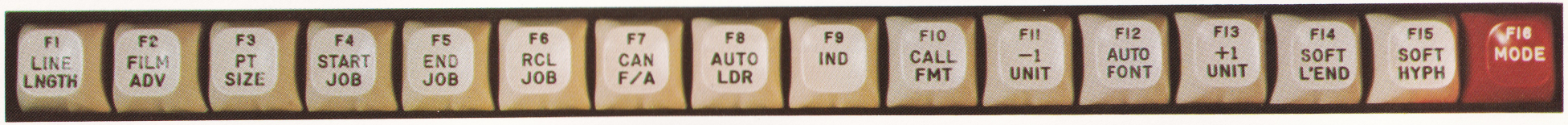
As mentioned before, the more formatting your equipment can handle automatically, the faster your operator can work. With The Productivity Machine, 99 system formats can be stored on diskettes as part of any job. The formats can be any length up to buffer capacity.

In addition, The Productivity Machine's 16 unique format keys are operator programmable so the system's formatting capability can be tailored to your specific workload. 512 keystrokes are standard. Format segments can be any length up to total memory capacity.

The keyboard is completely operator programmable for even greater operating range and flexibility. A special Character Generator makes it easier to edit foreign languages, and mathematical, scientific, and technical jobs you wouldn't have considered accepting before.

With the Character Generator, you can reprogram into the 128-character set of displayed characters any character you happen to need for a particular job. Any of the figures, letters, and symbols stored in The Productivity Machine's memory can be called to the screen, enlarged 12 times. Then a replacement character can be drawn on the 7 x 12 dot matrix with the cursor. The new character is stored in memory and will replace the original character whenever its key is struck. Of course, the new character must also be on one of the installed type fonts to be typeset.

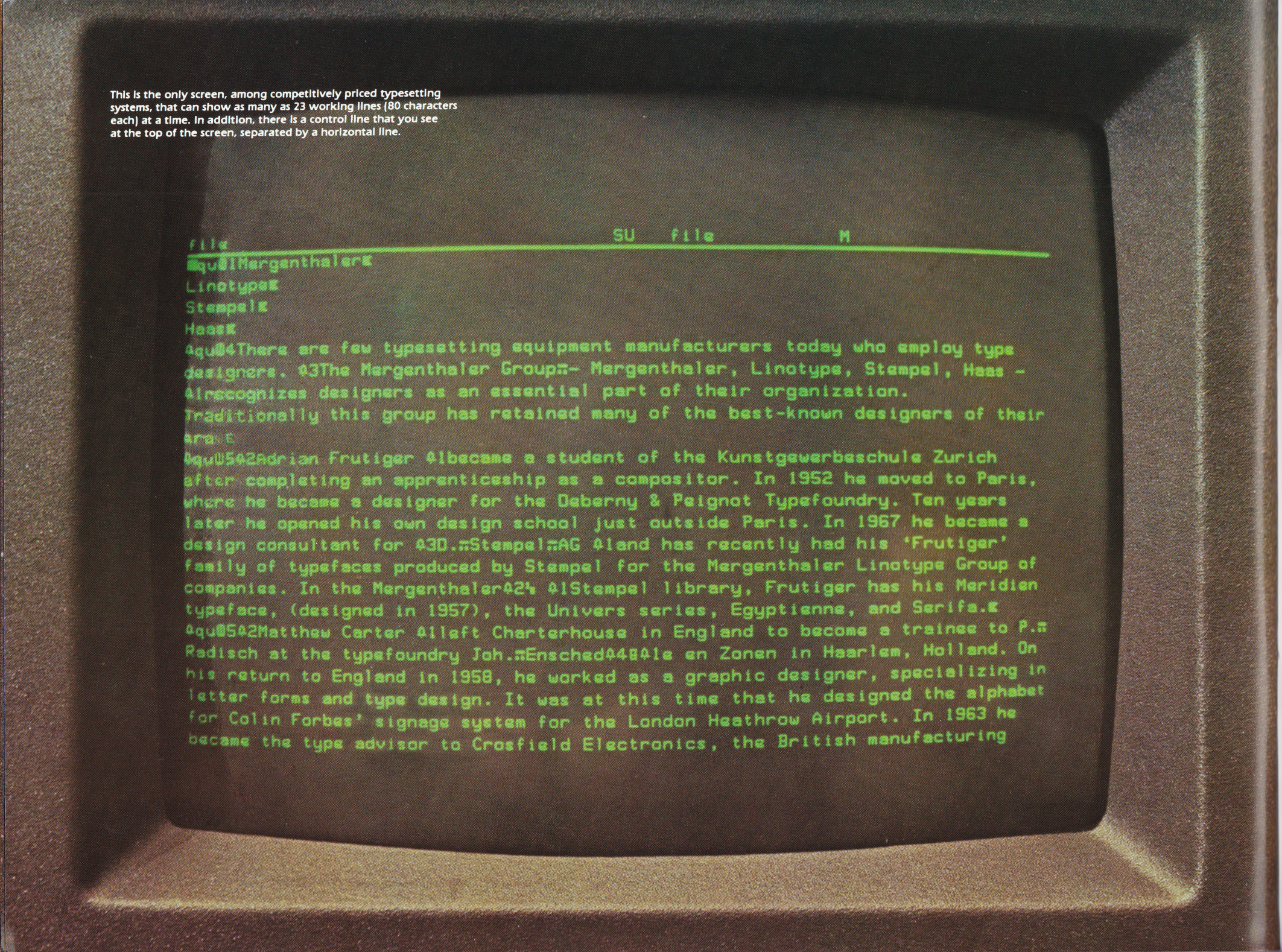
When there are repetitive corrections to make, The Productivity Machine's Automatic Search/Replace saves all the time and trouble of finding and making multiple corrections. Instead, the mistake and the correction are entered on the control line. Then the operator uses the SRCH and REPL keys to make the correction wherever it appears throughout the job.



These 16 special format keys, located across the top of the secretarial keyboard, can tailor the Linoterm Typesetting System to your precise requirements. The result is a degree of operating efficiency which would otherwise be impossible.

These keys, completely (and easily) programmable by the operator, are used to eliminate time-consuming repetitive keyboarding particular to your individual workload. Multiple-keystroke formats, often-used keyboard controls, customer formats and copy blocks you know will be used again can all be assigned a key. Whenever it's struck, the stored text or control functions are inserted automatically. This results in tremendous time savings and increased productivity.

This is the only screen, among competitively priced typesetting systems, that can show as many as 23 working lines (80 characters each) at a time. In addition, there is a control line that you see at the top of the screen, separated by a horizontal line.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Mergenthaler
Linotype
Stempel
Haas
There are few typesetting equipment manufacturers today who employ type designers. The Mergenthaler Group - Mergenthaler, Linotype, Stempel, Haas - recognizes designers as an essential part of their organization. Traditionally this group has retained many of the best-known designers of their
Adrian Frutiger became a student of the Kunstgewerbeschule Zurich after completing an apprenticeship as a compositor. In 1952 he moved to Paris, where he became a designer for the Deberny & Peignot Typefoundry. Ten years later he opened his own design school just outside Paris. In 1967 he became a design consultant for
Stempel AG and has recently had his 'Frutiger' family of typefaces produced by Stempel for the Mergenthaler Linotype Group of companies. In the Mergenthaler
Stempel library, Frutiger has his Meridien typeface, (designed in 1957), the Univers series, Egyptienne, and Serifa.
Matthew Carter left Charterhouse in England to become a trainee to P.
Radisch at the typefoundry Joh.
Enschede
le en Zonen in Haarlem, Holland. On his return to England in 1958, he worked as a graphic designer, specializing in letter forms and type design. It was at this time that he designed the alphabet for Colin Forbes' signage system for the London Heathrow Airport. In 1963 he became the type advisor to Crosfield Electronics, the British manufacturing

Unmatched display capabilities make unique contributions to your operating efficiency.

At first glance, all display screens appear to be the same. But The Productivity Machine screen delivers exclusive features, such as 23 working lines and true split-screen mode, that make the total system more productive.

It's important to keep in mind that no one feature can measure a total system's overall operating efficiency.

On the preceding pages, you read how unmatched word management capabilities contribute to productivity. Now, consider the contributions made by the display screen. They too, are unequaled by any competitively priced typesetting system.

The more you can see, the more you can handle. This is simply a matter of common sense, and it holds true when the operator views the screen.

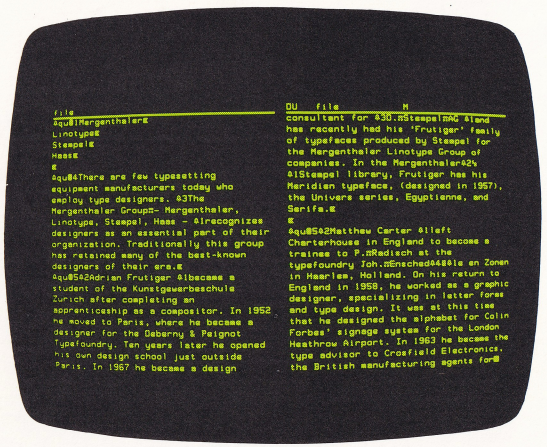
Large working capacity: 23 working lines.

Other small systems in Linoterm's price range do not begin to show nearly as many working lines. No comparably priced system displays more than 15; most display even less than that. But The Productivity Machine screen displays 23 working lines, each with 80 characters in an easy-to-read 14-point size.

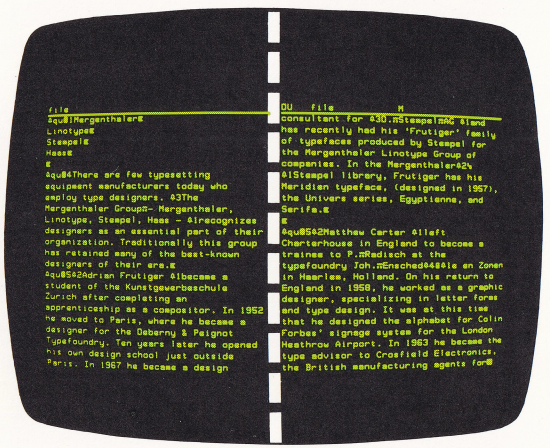
The advantages are obvious. The more work you can edit or review at one time, the faster the working pace. The time that's saved quickly adds up and the job can be sent to the output unit many minutes or, on long jobs, perhaps many hours sooner than would have been possible on screens with limited capacity. Your productivity factor goes up again.

Other systems of this kind offer only one display mode: single-column. The Productivity Machine's screen also offers both double-column and split-screen modes.

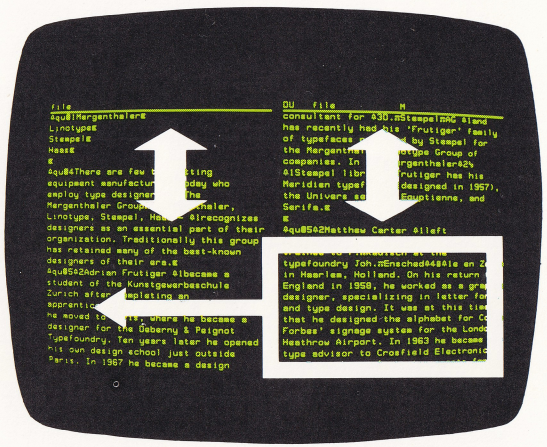
In the split-screen mode, each half is completely independent and can display 23 lines with 40 characters each. Copy can be input to either side through the keyboard or from diskettes. Either half screen can be scrolled in either the forward or reverse direction. Copy blocks can be easily moved from one side to the other with a single keystroke. It's like having two terminals in one - an enormous boost to operating range and throughput efficiency.



Here the screen is in the double-column mode with 46 lines, each 40 characters wide. Double-column allows you to see more working lines when creating short measure jobs like tabulation.



With split screen, you can set one job on the right and a second job on the left. Looking at the screen, you can then create a third job by combining parts from the right and left copy columns.



Split screen enables you to shift copy from either column. Scrolling capability is excellent. You can scroll an active job or an entire disk, moving copy up or down for rapid scanning or review.

Here, the Linoterm is shown with MVP/2 diskette input/editing stations. This combined hardware gives you an operating range and productive capability that could lead to major business expansion into new marketing areas.

Unmatched systems flexibility and matchless Mergenthaler quality.

For years, you've read about the modular engineering claimed by almost everybody in our field. It was true - to a limited degree. But it was never true to such a comprehensive extent as is now the case with Mergenthaler Linotype's equipment line.

The Productivity Machine is especially representative of the expandability that has dominated Mergenthaler Linotype's engineering thrust for several years. Certain hardware options have been designed to expand Linoterm's productivity when your situation demands it. For instance, with the addition of a second disk drive:

- your storage capacity doubles
- the equipment can perform functions such as diskette-to-diskette copying completely automatically.
- and you can have the advantages of a backup system.

Advantages worth repeating.

But dual-disk drive's most remarkable advantages occur when you consider it in the context of Linoterm's true multi-mode operation and split-screen capability. When all of these capabilities come together, you can perform complex editing and copy merging. An operator can review two different versions of a job on the split-screen and merge them into a third version.

Additions that will help you market more aggressively.

Now, consider the dramatic potential of MVP/2 input/editing stations as off-line editing terminals that can record floppy diskettes for the Linoterm Typesetting System. With MVP/2s, diskettes can be prepared at several distant locations simultaneously.

The implications are startling. You could install an MVP/2 in an office in another city. Diskettes prepared on the MVP/2 could be sent to your shop for phototypesetting on the Linoterm.

Dual disk drives and MVP/2 input/editing stations are just two enhancements available for both the high speed and original Linoterms. More about production-boosting options on the following pages.

Quality

Another advantage that will be evident on every job produced by The Productivity Machine is this: quality Mergenthaler type. There are over 600 faces and 2,000 grid designs from which to choose, with over 200 new designs added every year. And every text face licensed by the International Typeface Corporation (ITC) is available for The Productivity Machine. In all the world, you'll find no competitive system that offers so much creative type capability. The Mergenthaler, Linotype, Stempel, Haas typeface library is the most comprehensive anywhere.

We request the honor of your presence at the marriage of

Snell Roundhand Script

Mergenthaler takes great pleasure in announcing the opening of its new offices

American Greeting Script

Manual script option. With this new optional feature, you can set many of the beautiful connecting scripts in the Mergenthaler, Linotype, Stempel, Haas collection.

Linoterm productivity continues to improve — thanks to program updates and enhancements.

There's still another Linoterm productivity advantage that may not be apparent right away. But it can make all the difference when you encounter a new kind of job to set or you need to expand your capabilities.

It's a never-ending series of new programs and options for Linoterms already in the field. It includes everything from improved composition software to a do-it-yourself operator training kit.

Here are some of the more popular enhancements we've announced since Linoterm was first introduced:

Get Set. Now your operators can train themselves.

Our Get Set program is an easy way to teach new operators how to typeset with Linoterm. It's a self-contained kit of six audio cassettes, a program diskette, and a workbook that makes typists into competent typesetters in a matter of hours.

With Get Set's programmed learning technique, you can train new operators without tying up your experienced staff. It's a smart, one-time investment that will pay dividends for years to come.

Logic hyphenation. A program for increased productivity.

This automatic hyphenation program — introduced as standard equipment with our high speed Linoterm — is available as an inexpensive option for all Linoterm models. It's an easy, effective way to achieve the consistent word spacing that's a sign of good typography.

A line length remainder display gives you the information you need for efficient, one-pass composition. There's even a feature to reduce widows by preventing hyphens in the last word of each paragraph.

Exception word dictionary. Teach your Linoterm to avoid hyphenation mistakes.

With 4K of additional refresh memory, your Linoterm will remember the correct hyphenation points for a list of words you select. You can record as many lists as you wish on diskettes. A 3,500-character dictionary makes a great addition to the rules of logic hyphenation program that's standard on high speed Linoterms and optional on the original Linoterm.

Paper tape reader. Now paper tape can drive a Linoterm.

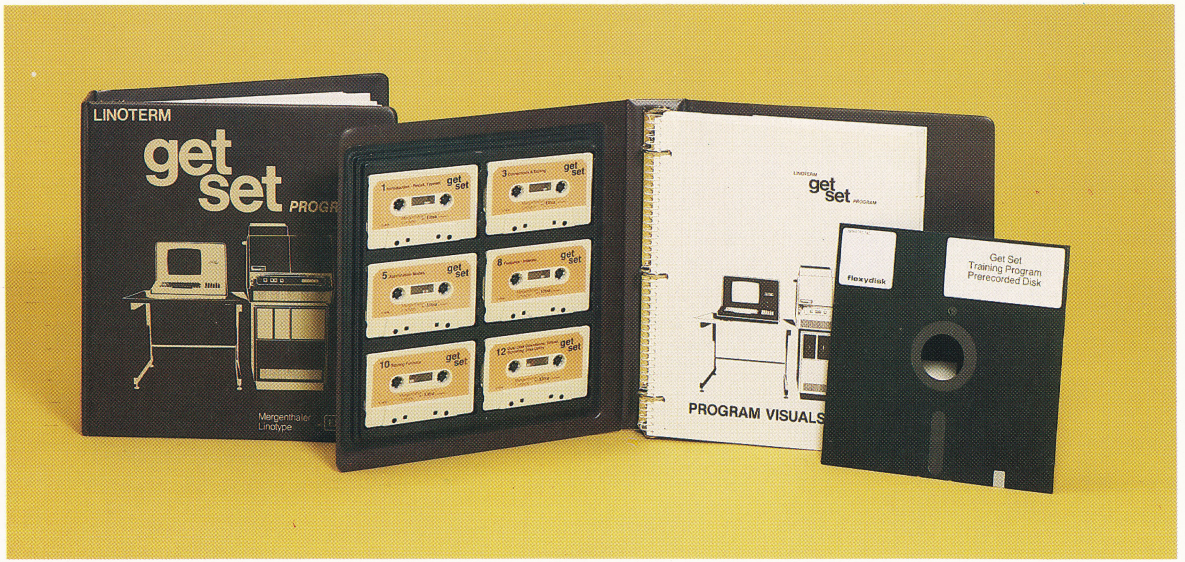
If you own paper tape keyboards, or if your customers would like to supply you with punched paper tape input, your Linoterm can now read tapes for typesetting. Or you can copy all your tapes onto diskettes without rekeying. The paper tape reader option adds another dimension to your overall productivity.

4K refresh memory expansion. Scroll through twice the copy.

With our optional 4K refresh memory expansion, you can scroll through a 7,040-character area on the Linoterm screen — twice the standard scrolling area. You can edit more copy faster and more conveniently. You'll also need the memory expansion to take advantage of Linoterm's exception word dictionary.

Classified ad program. Prepare newspaper classified ads on Linoterm.

With this new software, a Linoterm with dual disks becomes a powerful, low cost classified ad production system for the small daily or weekly newspaper.



SPECIFICATIONS

DISPLAY

Screen Size
14-inch diagonal

Screen Capacity
24 lines (including the control line) of up to 80 characters

Display Formats
(1) Single column, 23 lines of 80 characters
(2) Dual column, 46 lines of 40 characters
(3) Split screen, 23 lines of 40 characters for each side

Character Set
128 characters and symbols, programmable by the operator

Character Size
Approximately 14 points constructed on a 7 x 12 dot matrix

File Index
Displays up to 209 files per diskette on screen

Display (Refresh) Memory
3,200 displayable characters in standard 4K memory
7,040 characters optional for additional scrolling area

Typesetting Parameters
Displayed in control line

CONTROL AND EDITING FUNCTIONS

Cursor
Left, right, up, down, home, new line, control, text, text right (for split-screen)

Edit Blocks
Define start, define end, character, word, sentence, define edit blocks to be deleted, moved, copied, output

Delete
Single keystroke deletes edit block

Insert
Opens a single space within a line

Open
Opens text for additional insertions

Close
Closes text with word wrap-around

Move
Any defined copy moved by single key-stroke to new location defined by cursor

Copy
Same as move, except copy is not deleted

Cancel Edit
Cancels any existing edit block

Search
Automatic memory search for a string of characters (up to 40), which matches the first string in the control line. Virtual scrolling and global search are standard features

Replace
Replaces edit block with the second string (up to 39 characters minus search string)

Scrolling
Through active job

Store and Recall
Any data or control and editing functions may be stored in up to 16 "format" areas and recalled by a single keystroke. 512 codes are standard. Additional codes available through operator reprogramming. Format segments any length up to total memory capacity. Formats can be stored on diskette and recalled by a file name

JUSTIFICATION/HYPHENATION

Justification
3 modes: manual, semi-automatic, automatic

Hyphenation
Standard on high speed, optional on low speed. Loads automatically with rest of program. Does not hyphenate last word in paragraph to prevent widows. Displays overset quantities on control line. Tab column and overset displays make one-pass tabulation possible

Exception Word Dictionary
3,500-character dictionary of correctly hyphenated words available as an option. Requires 4K refresh memory expansion

INPUT/OUTPUT

Input
Keyboard or floppy diskette. Each diskette stores 290,000 characters, up to 209 files

Output
4 faces and 5 sizes from 6 to 36 point on-line. 14 sizes available. 45-pica line length

Simultaneous Input/Output
Input and edit one job and typeset a different job at the same time

Programmable Memory
(1) Program Memory: 16,384 locations, (accessible and operator programmable)
(2) Data Memory: 4,096 RAM (accessible and operator programmable) including format and buffer memory

Miscellaneous
Controller: Proprietary Mergenthaler microprocessor
Electrical Requirements: 117 Vac, 50-60 Hz, 15 amps or 220 Vac, 50-60 Hz, 8 amps (non domestic)
Size/Weight: Keyboard/terminal — 22"W 21 1/2"D 16 1/4"H; 55 lbs.
Size/Weight: Console — 22"W 25 1/4"D 24"H; 175 lbs.
Size/Weight: Typesetter — 25"W 23"D 23"H; 175 lbs.

Environmental Requirements
Temperature: 65-75°F
Humidity: 25-85% RH (non-condensing)
Air conditioning: 4,000 BTU/hr.

Optional
(1) Second floppy diskette drive
(2) Additional 4K refresh memory
(3) Exception word dictionary
(4) Paper tape reader
(5) Copy holder
(6) Get Set tutorial package
(7) Manual script capability
(8) Classified ad sort program

Specifications subject to change without notice.

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